



Public Service Announcement Storyboard

Create a multiple-cell storyboard public service announcement. Public service announcement must address an issue important to students in middle school. Make a storyboard that is easy to understand, uses words and pictures effectively to convey a message, and indicates evidence to support the message.

	Advanced <i>4 Points</i>	Proficient <i>3 Points</i>	Emerging <i>2 Points</i>	Beginning <i>1 Points</i>
Message Clarity	The intended message is clear, poignant, and thought-provoking.	The intended message is easily understood.	The message comes through, but it is not understood right away.	It is difficult to find the meaning or message in the storyboard.
Text (slogan, dialogue, explanation)	Text is carefully chosen to provide the most impact.	Text is used effectively alone or in conjunction with images.	The included text does not enhance the meaning of the message or the images.	Text is confusing or does not make sense with the message.
Images	Images help to create a strong connection between message and viewer.	Scenes, characters, or items are appropriate for the message. The images are used effectively alone or in conjunction with the text.	Scenes, characters, and items are appropriate for the message.	Images are confusing or do not make sense with the message.
Evidence	Reasons or evidence are very convincing. This storyboard has changed my thinking or inspired me to action.	Reasons or evidence are convincing. It is easy to see why one should think or do what is indicated in the storyboard.	There are some reasons or evidence provided, but they are not all convincing.	Little to no evidence to support the message is provided.

This rubric was created with **Quick Rubric** and can be found at - <http://www.quickrubric.com/#/qr/anna-warfield/public-service-announcement-storyboard>